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AFTER FIVE DAYS RETURN TO

WALLER BROTHERS

THE HONEST PLANT GROWERS

JUDSONIA, ARKANSAS



1953/54



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U.S. Dept. Of Agriculture
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WALLER BROTHERS.

A Note To Our Friends:

Again we have experienced a severe drouth, and as a result, another great shortage in strawberry plant yield. Naturally an increase in price of plants is unavoidable.

We are hoping that another year may bring to all of us a period which will reduce all prices in general. We will be more than glad to receive your orders, and fulfill with our utmost efforts your wishes during this very trying season.

Sincerely,

WALLER BROTHERS

Guarantee

You are fully protected when you buy **WALLER BROTHERS'** quality berry plants. We place the following guarantee upon every plant we sell:—

1. We guarantee the vitality and purity of our plants to the full amount of purchase price.
2. We guarantee our plants to be double state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.

However, as yield is controlled to some extent by soil, weather conditions, and methods of cultivation, under no condition shall **WALLER BROTHERS**, be held liable for production, nor in any case shall we be held liable for more than the original cost of the plants.

↘ Twentieth Century Everbearing

(Description by the Originator)

1. **QUALITY:** One of the highest quality berries grown today. Very low acid content. Classed with Rockhill for flavor and mildness.

2. **SIZE:** In size of fruit it ranks at the top. Remarkably large on the average considering its continuous production for a period of six months the same season the plants are set out.

3. **FIRMNESS:** Firmness and ability to stand commercial handling, makes it the first choice of the retail merchants.

4. **HIGH PRODUCTION:** 20th Century Everbearer is a vigorous disease resistant plant. No other kind can produce continuously the whole summer.

5. **GOOD REPRODUCTION:** A good plant maker. No longer is it necessary to buy plants every year to maintain your plot of everbearers.

↘ Gem

From our own experience over many years we consider Gem a much better everbearer than Mastodon for the production of good fall berries the same year plants are set. Not only will Gem produce more berries in late summer and fall, but they are better berries, brighter more attractive, more uniform in shape and usually as good in size and quality.

↘ Progressive

Progressive is one of the older everbearers. Fruit is dark red, medium size, and the flavor is unsurpassed. Best results are obtained by keeping the blossoms pinched off until near the last of July.

Cultivation

The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants that may have been planted too deep. If this is not done early plants will die as a result. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down grass and weeds. It is not necessary to practice deep cultivation. A depth of 1 to 1½ inches is deep enough for the hoe or perhaps slightly deeper with the cultivator. Remember that one cultivation made in time is much more helpful than two made after grass and weeds become bad. Frequent hoeing and plowing make larger, stronger fruiting beds and a better crop of berries.

EVERBEARING VARIETIES

✓ Superfection

Superfection was originated by the plant breeder who discovered Gem. The berries of Superfection ripen from July until frost. The fruit is firm, good for shipping and the berries continue of good size as the season progresses. You will not be disappointed in this everbearing variety. **Waller Brothers** say that this is the best everbearer on our list.

✓ Brilliant Super Everbearing Strawberry

Plant patent No. 1183 — Looking for a very heavy producer? **Try Brilliant.** Tests show 7,000 quarts from one acre in the very first year. It produces large, glossy berries a few weeks after planting and keeps right on producing until fall. Often called the Super-Bearer, Brilliant is a bright, glistening berry sure to please you with its outstanding production of big crops during months when strawberries are but a fond June memory. Brilliant rates as a good freezer.

PRICES ARE POST PAID

12	25	50	100	250	500	1,000
\$1.75	\$3.25	\$5.75	\$9.95	\$18.75	\$42.85	\$75.00

✓ Red Rich Everbearing Strawberry



Red Rich is a Plant Patent No. 993. This variety is a hybrid of the WAYZATA Everbearing Variety, and FAIRFAX and is the result of over 15,000 seedlings. RED RICH is the best everbearing variety of the day by the University of Illinois test. They say of the 29 everbearing varieties tested last season RED RICH is by far the best. RED RICH is unsurpassed as a freezing berry.

Firm and deep red clear through, does not mush up when thawed out. Being honey-sweet it requires little sugar. RED RICH is a large rugged plant. Starts to bear 60 days after set out. You will be pleased with this variety.

POST PAID PRICES

12	25	50	100	250	500
\$2.95	\$5.00	\$8.50	\$15.00	\$32.50	\$55.00

✓ The Streamliner

Everbearing originated in Northeastern Oregon. The berries are extremely large and hold their size well through the season. They are almost round in shape, attractive, smooth, deep gloss red in color, very sweet, requiring little sugar, delicious in flavor and highly aromatic. They are very firm and stand up better than GEM.

✓ **Armored**

Crossing the Aroma and Blakemore strawberry has produced what many Missouri strawberry growers consider the perfect variety. Named ARMORED by the originator, H. S. Swartout of the University of Missouri. The variety has been tested extensively in the important growing areas of the state. The berries are large size, bright red in color and are very firm. Plants are strong and vigorous and are prolific producers of quality fruit that promise to make an important place for the new variety on the market. The yield has been as much as 100 crates per acre more than the nearest competing variety which is Blakemore. Fruit begins ripening a few days later than the Blakemore and plants continue to produce after all the Aroma berries are harvested. In contrast to many varieties the size remains uniformly large even to the last picking. Our supply of these plants is very limited, however, **Waller Brothers** would be very glad for you to try out this new and promising variety in your area.

✓ **Aroma**

Aroma is an old and well tried variety which has been a favorite in some sections for many years. Popular late shipping berry for south central states. The fruit is large, bright red with delicious aromatic odor and flavor, hence the name Aroma. A nice glossy berry with bright green cap and attractive appearance. Entire crop sizes up well for profitable long distance shipping. A real money maker for many growers.

✓ **Bellmar**

A FANCY EARLY SHIPPING BERRY

The Bellmar has a number of qualities which make it outstanding in any list of strawberries. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruiting about as long. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality.

The Bellmar plant growth is bright glossy green. The berries are a luscious bright red. Their bright green caps gives them a very effective appearance. This, together with their large size, makes them one of the most beautiful berries we have ever grown.

✓ **Blakemore**

Our "Number One" berry this year. The Blakemore has been successfully grown from Maryland to California. Ninety-nine per cent of the berries shipped from White County, Arkansas, the largest berry growing district in the country, are Blakemore.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse and unlike many other early berries, it retains its bright red coloring long after picking. This fact, coupled with its earliness, gives it a great advantage in the wholesale markets.

✓ Klondyke

The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops. Commands top prices on the markets.

✓ Klonmore

This variety comes from Louisiana where the growers have been growing it for the past eleven years, and many of them have discarded all other varieties claiming Klonmore is superior to Blakemore and Klondyke for earliness, prolific bearing, as well as its delicious flavor. Klondykes are good shippers — Blakemores are disease resistant. The two were crossed and up came this wonderful berry — The Klonmore. It is a good shipper, disease resistant and a high yielder as well. This berry has an incomparable taste, flavor and rich coloring essential to the American springtime appetite.

✓ Marion Bell

This is one of Louisiana's latest introductions and we have heard many favorable reports from Louisiana as to the many advantages it has over the Klondyke and Klonmore. Many growers seem to think it will take the place of both of the above mentioned varieties. We have a limited amount of these plants and can say it is a good plant-maker.

✓ Missionary

The Missionary, even after a quarter of a century of extensive planting is still outstanding in yield and plant vigor. We ship millions of Missionary plants to Florida and the Gulf Coast annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower and produces an average yield of high-quality berries.

We take great pride in the quality of our Missionary. We believe that we grow and sell more plants of this variety than any other plant dealer in the United States.

✓ Robinson

This is a comparatively new variety being given favorable comment from many Michigan plant growers. The berries are generally large size, bright red color. It seems to be a very good plant maker, and the foliage is healthy. The fruit begins ripening approximately one week later than Premier.

✓ Tennessee Shipper

A Tennessee Experiment Station introduction as a medium early variety, productive, very firm, excellent shipper, also will be found excellent for preserving and freezing. Recommended for sections where Blakemore and Premier do well.

✓ Tennessee Supreme

The Tennessee Supreme is a firm berry but does not have the shipping qualities that the Tennessee Shipper has. It is uniform in size, light red in color and is solid. It retains its size throughout the season and is a very heavy yielder. Ripens one week later than Blakemore.

✓ Tennessean 965

This is a new variety originated at the West Tennessee Experiment Station and is a cross made by J. P. Overcash with two Tennessee developed varieties. It blossoms late and ripens early. Its long-shaped, glossy, attractive fruit appeals to the casual observer. Time of blossoming is somewhat later than that for Blakemore which often results in less cold injury. The late blooming combined with early ripening of this berry will appeal to many strawberry growers.

A yield plot of this strawberry in 1947 produced 382 crates per acre compared with 344 crates for the Tennessee Shipper and 325 for the Blakemore on nearby plots.

Shipping tests made in 1947 indicated that the Tennessean 965 is acceptable for handling and marketing. This strawberry runs somewhat larger than the Blakemore. It packs 84 per box; the Blakemore 99; and Tennessee Shipper 111.

Tennessean appears about the equal of the Blakemore as a plant maker. A very large number of runner plants develop and the rows are filled out.

✓ Premier

Premier is an old favorite with many growers. It does well over a large territory, chiefly in the middle and northern states. The berries are a medium red in color, good size and very productive.

✓ Tennessee Beauty

The Tennessee Beauty is a scientific cross between the Premier and Missionary berry. Its vigorous growth, firmness and radiant color makes it one of the most productive berries grown. Tests have shown that it may replace the Aroma or Catskill as a late berry with some growers. It rates very high as a berry for freezing and is well worth trying in the southern and lower middle states. Since this berry is a patented variety we sell to you with the understanding that you are not to sell them to others.

✓ Senator Dunlap

An old favorite garden and canning variety in many sections of Northern and Central States. DUNLAP's greatest advantage is good growth and production under almost any condition. Very free bedding and productive of medium, dark red fruit for table purposes.

New Florida No. 90 Berry

The Florida 90, developed for growing in this area, is said to be one of the best producing plants of the many varieties available. The 90 produces a berry that is red all through, and not white inside as the Missionary variety planted here for many years. The 90 also produce a long berry instead of the short, plump Missionary, and grows the berries under top leaves of the plant, affording protection from frost and cold. The 90 was developed for this section and promises to be a life-saver in the next few seasons for this vast strawberry-growing area.

Albritton

A midseason to late variety, suitable for production in the east from Delaware south to northern Georgia, and across Alabama, Mississippi, Louisiana and Arkansas. This new variety is outstanding as a producer, in trials it yields average 360 crates per acre, which is well above several established varieties.

Bush Strawberry

Description By Originator — Chas. T. Davis

We have a new plant to offer to our customers this season. It is referred to as the BUSH strawberry. This plant grows to a height of about 18 to 24 inches, and produces well. The big advantage of the Bush berries is that the plants do not have to be moved every three years. The BUSH berries can grow approximately 5 years in one place. They have been known to yield as much as one gallon of berries per bush, where they have been fertilized and well cared for.

PRICES

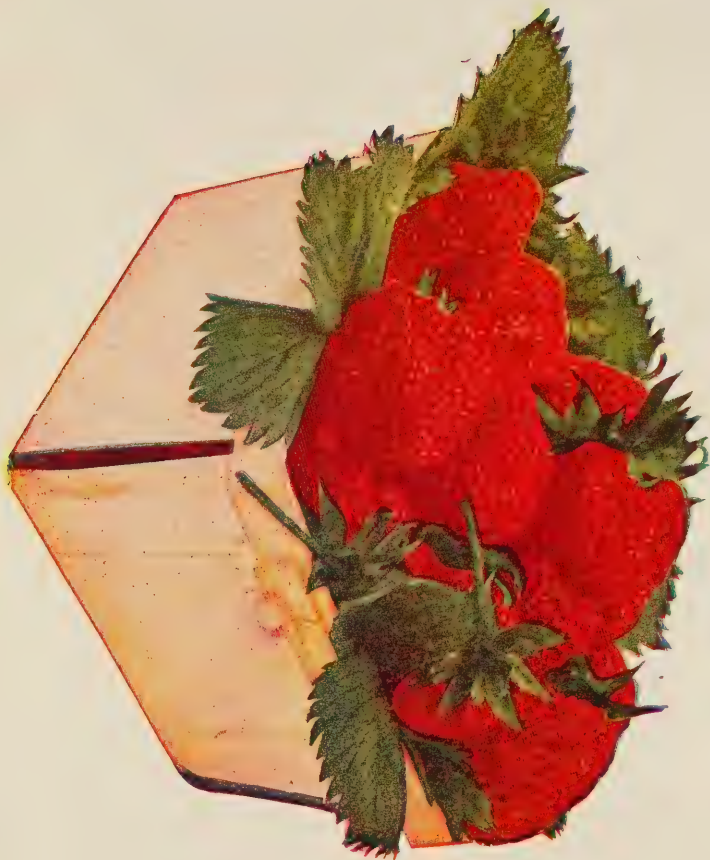
12	25	50	100
\$1.50	\$2.50	\$5.00	\$10.00

VINE BERRIES

DEWBERRY - BLACKBERRY

We are offering a new Dewberry - Blackberry cross that is most outstanding in its earliness, size and vigor. There are two strains of the cross. One which ripens right in behind the strawberry season, another which comes about 7 to 10 days later. The first of the berries is called Earli-Ness and has a value largely for the fresh market. The next one known as Big-Ness is extremely large and attractive in appearance and is the best berry that we have found for quick freezing. The multiplication is similar to that of the young and boysenberry. In addition to the commercial angle of this berry, it has great possibilities for special home garden sales at a

- - Waller Brothers Plants G



fancy price. We have only a very limited amount of these plants for sale.

THORNLESS BOYSENBERRY

Vines are free of thorns which means much in handling. Ripens several days ahead of the thorny variety, which alone is a material advantage as it gets your berries on the market while the prices are higher, and that often means a big difference in your profit. You can handle these canes with your bare hands and enjoy picking the large attractive fruit.

Method of Setting Plants

A trowl, spade or hoe are the tools most often used in setting plants, and a good job can be done with them. It is important to have the roots straight down. Spreading them might help a little but not much. The crown must be held just at the surface of the ground so that when the soil is packed back against the roots with the hand or foot, the bud will not be covered nor the roots exposed.

Grow Larger Strawberries - -

History Of The

Tree Everbearing Blackberry

(The following description of this unusual plant has been furnished us by the originator.)

This new berry came into our possession as a seedling some seven years ago. After years of painstaking efforts, the undesirable plants have been taken out, now having a variety that comes true and exactly alike.

Due to the nature of their growth and over the long period of ripening, we have named it **TREE EVER-BEARING BLACKBERRY**. It grows in any soil or climate, has stood twenty below zero without any injury.

Berries are round, very large extra sweet, yet enough acid for jams and jellies. An excellent keeper, has to be picked only once a week. Plants are very thorny, but berries grow on a long stem in clusters of seven to thirty berries. Ninety per cent of the fruit extending above the thorns. There being no berries on the market when they ripen, therefore its possibilities are unlimited as a commercial berry.

Another feature why people prefer it: they grow up off the ground, ninety-five per cent are free from dirt regardless of the weather.

Rain must be in abundance or it must be planted where it can be watered. The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams, and jellies from six plants in their yard or small garden, taking no more care of them than a common shrub. From a two-year-old plant we have gathered three gallons or 25 pounds.

INSTRUCTIONS

WHEN TO ORDER: Your order may be placed at any time during the year for delivery any time between October 20 and April 20. No order will be shipped before October 20 and orders shipped after April 20 will be at purchaser's risk.

CASH in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2.00 or less. We prefer money order.

PACKING: We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

REFERENCE: Dunn & Bradstreet, Farmers & Merchants Bank, Judsonia, or any Waller Customer.

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GOLDEN JUBILEE SALUTE

